

DETAILED ACTION

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 1 is rejected under 35 U.S.C. 103(a) as being unpatentable over Murata (US 4,368,952). Murata discloses a reversal magnetic display panel comprising a liquid having a dispersion liquid and a thickener, and minute magnets therein having different colors on the front and back. Murata further discloses that the magnetization of the magnets is within the claimed range. While Murata does not disclose hollow particles, this feature is considered to be an obvious variation on the teachings of Murata.

Claims 2 and 3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Murata ('952) in view of Murata (US 4,643,684). The '952 patent discloses or suggests all of the claimed limitations with the exception of the recited specific gravity ratios. However, the '684 patent suggests such a configuration in column 1, line 23 to column 2, line 10 of the specification. It would have been obvious to one of ordinary skill in the relevant art to modify the teachings of the '952 patent by providing a ratio of specific gravities within the claimed range for the purpose of optimizing the performance of the device.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Dingwall, Yasuda, Park, Nakanishi, Tate, Ikeda and Gilano disclose various magnetic display panels.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kurt Fernstrom whose telephone number is (571) 272-4422. The examiner can normally be reached on M-F 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Gene Kim can be reached on 571 272-4463. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Kurt Fernstrom/
Primary Examiner, Art Unit 3711

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